

Attorney Docket No.: 16113-0632001

UNOFFICIAL COMMUNICATION FACSIMILE:**EXAMINER KHANH H. LE****ART UNIT: 3688****OFFICIAL FAX NO: (571) 273-6721****Number of pages including this page 2**

Applicant : Koningstein
Serial No. : 10/748,682
Filed : December 31, 2003

Art Unit : 3688
Examiner : Khanh H. Le

Title : System and Method for Delivering Internet Advertisements that Change Between
Textual and Graphical Ads on Demand by a User "Morphing Ads"

Dear Examiner Le:

A proposed amendment based on our conversation is attached. Please let me know if you
have any questions. My phone number is (650) 839-5165.

Respectfully submitted,

Date: June 15, 2011

/Michael P. Shepherd/
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(650) 839-5070 to arrange for its return. Thank you.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Koningstein
Serial No. : 10/748,682
Filed : December 31, 2003

Art Unit : 3688
Examiner : Khanh H. Le
Conf. No. : 1976

Title : SYSTEM AND METHOD FOR DELIVERING INTERNET
ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND
GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"

1. (Proposed) A computer-implemented method comprising:

generating, at a server, an expandable advertisement comprising:

a compact display format including an associated expansion icon and a link to a landing page,

an expanded display format comprising the link to the landing page, a content portion, one or more content items, and one or more menu options associated with one or more respective content items, where each menu option, in response to a user selection, displays the one or more associated content items in the content portion, and

a control element that, when selected, causes the expandable advertisement to
~~code that enables a client device to transition between the expanded display format and the~~
compact display format without further request from the server upon a user request;

receiving a request for one or more advertisements related to a subject matter of interest to be presented with content associated with a publisher; and

delivering in a ~~single transmission~~, from the server to a client device, the expandable
advertisement in response to the request for one or more advertisements~~expanded display format~~
~~in response to the request to be presented with the content associated with the publisher,~~

wherein the generating, receiving, and delivering are performed by one or more computers.